

Collocated with INTERNET TELEPHONY Conference & EXPO West

TMC

Call Center 2.0™



LA CONVENTION CENTER, LOS ANGELES, CALIFORNIA

SEPTEMBER 10-12, 2007

The Leading Technology Event for Call Center & CRM Decision Makers!

Come Sell Your Products & Services to
Thousands of Attendees Seeking:

- VoIP / IP Contact Centers
- Global IP Solutions
- IP-Based Home Agent Solutions
- Speech Technologies
- Call Recording Technologies
- CRM
- Customer Care Solutions
- Teleservices Outsourcing
- Advanced Workforce Optimization
- Customer & Performance Analytics



WWW.CALLCENTER20.COM

To Exhibit or Sponsor contact Dave Rodriguez: 203-852-6800 x146 / drodriguez@tmcnet.com

Call Center Leaders Are Seeking Technological Solutions: Shouldn't They Find Yours?



Rich Tehrani
**TMC President &
Conference Chair**

When you think about all of the technological advances to hit the communications industry over the past decade, it's rather daunting, even to the most knowledgeable people in the industry. Imagine how imposing it is for your prospects, those who are using these tools to improve their businesses, but are often overwhelmed by the many options.

Certainly, some of the most practical uses for many of these communications advances occur in call centers, which can implement new technologies to improve productivity, enhance flexibility, reduce costs and ultimately increase profitability.

Most call center conferences, however, offer nothing more than a mere mention of technology, instead focusing on managerial and human resource topics that do not attract senior management attendees — those attendees with the most buying power.

That is why large numbers of contact center leaders will be coming to the only conference focusing on contact center technology — Call Center 2.0. Call Center 2.0 is quickly becoming the premier event where influential call center executives and senior technical managers find call center technologies to buy.

Because we know you need to reach an audience of people who actually make large-scale technology purchases for their call centers — and I mean top leaders like CEOs, Presidents, CTOs, VPs, etc. who have the ultimate buying authority for their call centers — we have built an experience for them at Call Center 2.0 that justifies their valuable time and investment.

No other event focuses on technological aspects of call centers like Call Center 2.0, and no other event will bring the leaders of these companies together in one place.

Regards,

A handwritten signature in black ink that reads "Rich Tehrani".

Rich Tehrani
TMC President & Conference Chairman



The Leading Technology Event for Call Center Decision Makers

Call Center 2.0 is the premier technology event for call center leaders to:

- ✓ Learn how IP communications solutions can improve efficiency, reduce costs, and increase the level of service provided to their customers.
- ✓ Use IP communications to equip home agents with necessary network access yet maintain customer data security.
- ✓ Develop a plan to maintain business operations when disaster strikes.
- ✓ Learn strategies to seamlessly integrate home agents and remote workers into their operations.
- ✓ Gather research to choose between premise-based systems or hosted solutions.
- ✓ Learn how to improve customer experiences using an 'on-demand' services model.
- ✓ Improve the success of overseas operations using IP technology.
- ✓ See how advanced workforce optimization solutions can improve productivity and customer loyalty.
- ✓ Plan their migration strategy to IP, ensuring complete business continuity with zero downtime.
- ✓ Design the perfect distributed contact center.

Where other call center events focus more on management and leadership issues, **Call Center 2.0** focuses strictly on technological innovations that will bring about improved efficiency and effectiveness for call centers.

As a result, **Call Center 2.0** attracts the highest level call center decision makers — those who are ultimately responsible for their call center's bottom line and are looking for ways to improve the overall performance, increase productivity, and reduce operating costs.

That is why the audience at **Call Center 2.0** is senior-level management — executives with titles such as CEO, President, CTO, CIO, and Vice President. They come to learn about the latest technological advances in the in-depth educational sessions, and then to see these technologies in person on the exhibit floor as they meet with vendors who are able to provide the solutions they are seeking.

Below is a list of topics covered at **Call Center 2.0**

- Open Source & IP Telephony
- The Secret to Sustainable Performance Achievement
- To Host or Not to Host?
- Improving the Customer Experience Through On-Demand
- Work@Home™ Agent Programs for Flexibility, Freedom, and Growth.
- Financial Benefits of Distributed Work
- Why Distributed Work Now?
- Work@Home™ System Tools
- Calling for More Than Quality Assurance
- Creating A Better Customer Experience With A Customer Interaction Network
- Call Center Architectures with Custom Workflows

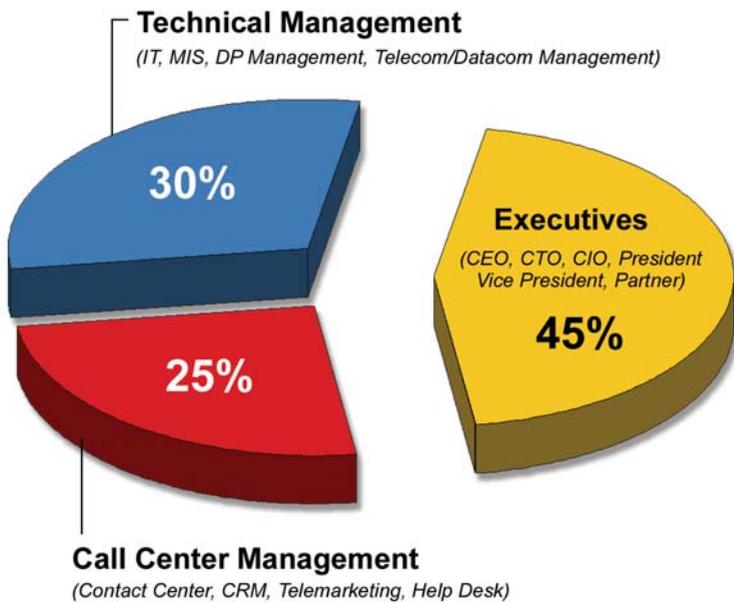


Who Attends Call Center 2.0?

Over 1,000 attendees are expected to come to the Los Angeles Convention Center for **Call Center 2.0**. The majority of these attendees are top-level executives coming to the show to learn more about the latest technological innovations and to make final purchasing decisions on the technical products they need. They come from a variety of industries including financial services and travel, telecommunications providers, government agencies, manufacturers, and more. But the one thing they all have in common is the desire to find more information about technology to improve their contact center performance.

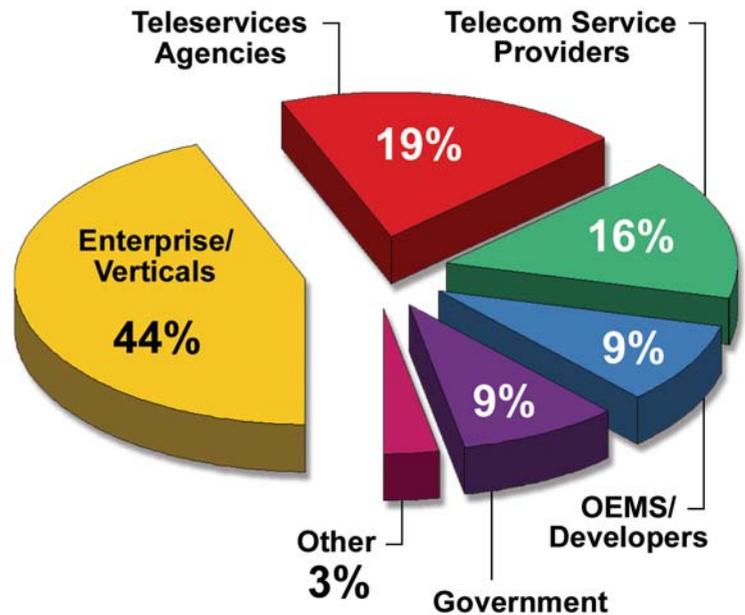
HIGH LEVEL EXECUTIVES

Call Center 2.0 attracts more top-level executives with buying authority than any other event.



CROSS SECTION OF INDUSTRIES

Call Center 2.0 attracts representatives of call centers from a variety of industry sectors.



Support of the Industry's Longest Running and Most Trusted Publication

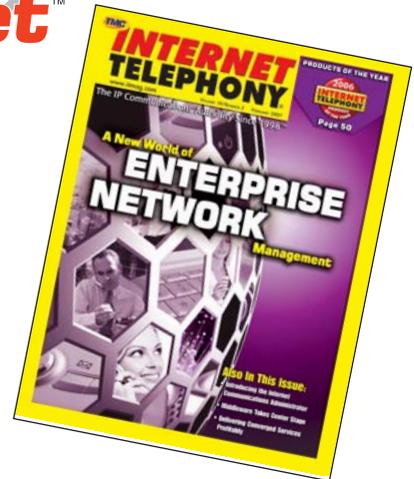


Customer Interaction Solutions, referred to as “the Bible of the Industry” by the Wall Street Journal, is the longest running and most read publication in the call center industry. The award-winning editorial team will be assembling the educational content for Call Center 2.0 and hand picking the speakers from hundreds of applicants. This will ensure the highest caliber educational content, which in turn guarantees the absolute best attendees.



TMC's Vast Network Helps You Reach Millions of Potential Customers

In addition to *Customer Interaction Solutions*, TMC also publishes INTERNET TELEPHONY magazine, the #1 publication for IP Communications. Due to the technical nature of **Call Center 2.0**, there are many who will read both publications. In addition, TMCnet is the #1 destination for both the call center and IP communications industry, with over one million unique visitors per month. This vast reach enables us to contact millions of potential customers and attendees before, during and after the event, ensuring not only the highest quality, but quantity.



Collocated Event Draws Even More Potential Customers

In addition to the nearly 1,000 top-level call center leaders expected, exhibitors have full access to all 7,000+ attendees of the collocated INTERNET TELEPHONY Conference & EXPO. At our last ITEXPO, 27 percent of attendees were seeking call center solutions, meaning there will be thousands of additional potential customers.



Maximize Your Presence at **TMC Call Center 2.0™ With a Sponsorship**

Platinum Sponsorship

\$25,000

On-site Promotion:

- 20 x 20 booth space on the Call Center 2.0 exhibit floor!
- Your logo on banners and signage.
- Large standing sign promoting your company at the show.
- Business card-sized ad in attendee brochure.
- Inclusion of a special one-page company promotional piece in all attendee bags.
- Priority booth space for future Call Center 2.0 shows.
- Four-color, two-page spread advertisement in Call Center 2.0 Show Directory.
- 200-word description in show directory and on www.callcenter20.com with your company's logo.
- Four-color logo with your listing in show directory.
- Five full-conference passes.

Print Promotion:

- Your logo included with all promotional materials that will be mailed as well as on all promotional inserts featured in TMC® publications. (More than one million impressions possible.)
- Your logo on the cover of the show directory.
- Your company name mentioned in conjunction with the event in press releases, eNewsletters, e-mail promotions, and editorial content on the show Web site.
- Highlight of your company published on all *Customer Inter@ction Solutions®* media outlets. Includes Q&A with Greg Galitzine, Editorial Director, and your CEO about the state of the industry. Q&A, picture and logo published.

Online Promotion:

- Your company logo linked from the Call Center 2.0 homepage to your Web site.
- Internet banner (including a link to your site) rotating on the Call Center 2.0 Web Site from the time of sponsorship payment until the end of the show.
- Button ad on Call Center 2.0 Web site.
- Exposure on TMCnet with over one million monthly unique visitors.

The Call Center 2.0 Sponsorship packages offer increased exposure to this critical audience — before, during and after the show. With millions of marketing impressions and prominent displays at the event, sponsorships help you maximize your presence.

Gold Sponsorship

\$15,000

On-site Promotion:

- 10 x 20 booth space on the Call Center 2.0 exhibit floor!
- Your company logo on banners and signage.
- Full-page, four-color advertisement in Show Directory.
- Four (4) full-conference passes.
- 50-word description in the Call Center 2.0 Show Directory.
- Inclusion of a special one-page company promotional piece in all attendee bags.
- Four-color logo with your listing in Call Center 2.0 Show Directory.

Online Promotion:

- Your company logo with 50-word description and link to your Web site from Call Center 2.0 Web site.
- Internet banner (including a link to your site) rotating on the Call Center 2.0 Web site from the time of sponsorship payment until the end of the show.
- Your company logo and link from the Call Center 2.0 homepage to your Web site.
- Exposure on TMCnet with nearly one million monthly unique visitors.

Exhibit Hall Booths

\$5,000

Pre-Show Promotion:

- Hyperlink from Call Center 2.0 Web site to your site.
- 50-word description in the Show Directory.
- Unlimited e-mailed VIP passes imprinted with your logo to send to customers, partners and prospects inviting them to visit the exhibit hall free of charge.

On-site Promotion:

- Two (2) full-conference passes with unlimited number of exhibitor booth personnel badges.
- Company booth sign in exhibit hall.

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